



Post-Cleaning vs Real-Time Fraud Detection

Why Waiting Until After Fieldwork Costs You Time, Money, and Trust

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Traditional Post-Cleaning vs Emerging Real-Time Defense

Post-Cleaning (Traditional)

Collect → Field Ends → QA → Identify Fraud → Remove →
Re-field → Analyze

Real-Time (Modern)

Live Scoring → Suspicious Flagged/Paused → Quota Adjusted
→ **Clean Data Ready**

The Stakes: Speed, Cost, Integrity, Trust.

Industry Shift: 73% now prioritize real-time detection.



The Hidden Costs of Post-Cleaning

Cost Item	Post-Cleaning Model	Real-Time Model
Initial Sample / Setup	\$50,000 (Includes Fraud)	\$5,000 (Setup) + \$2,000 (Monitor)
QA & Analysis Labor	\$8,000	\$0 (Included)
Re-fielding / Waste	\$12,500 (Replacements)	\$0 (Blocked Upfront)
Delay Opportunity Cost	\$15,000 (2-3 Weeks Delay)	\$0 (Analysis in 48hrs)
TOTAL IMPACT	\$85,500 + 21 Days	\$7,000 + 2 Days

Net Savings: \$78,500 + 19-Day Acceleration = Higher ROI

Speed to Insight: Real-Time Wins Decisively

Post-Cleaning Timeline (7 Weeks)



Real-Time Timeline (2-3 Weeks)



Quality, Completeness & Stakeholder Confidence

Post-Cleaning Challenges

- ⚠ **Sunk-Cost Bias:** Contaminated interim data informs bad early insights.
- ⚠ **Disruption:** Re-fielding messes up quotas and panel relationships.
- ⚠ **Trust Loss:** "Complete" data suddenly needs scrubbing.
- ⚠ **Metric Shift:** Brand awareness can swing 8-15% after cleaning.
- ⚠ **Residual Risk:** ~2-3% fraud remains.

Real-Time Advantages

- ✓ **Quota Purity:** Sample quotas stay clean throughout fielding.
- ✓ **Efficiency:** Zero re-fielding; fewer panel burnout issues.
- ✓ **Trust:** Stakeholders see live dashboard of blocked fraud.
- ✓ **Stability:** Metrics stable with <2% variance.
- ✓ **Clean Data:** Residual fraud risk <0.5%.

Case Study: Two Identical Projects

Project A (Post-Cleaning)

Sample: 3,000 | **Cost:** \$60,000

Fraud Found Post-Field: 840 (28%)

Re-fielding Cost: \$10,080

Timeline: 5 Weeks

Brand Awareness Shift: 14 Points (62% -> 48%)

Client: Concerned about integrity.

Project B (Real-Time)

Sample: 3,000 | **Cost:** \$61,000

Fraud Blocked Live: 840 Intercepted

Re-fielding Cost: \$0

Timeline: 2 Weeks

Consistency: 99% (No metric shift)

Client: Confident & Accelerated.

Strategic Recommendations

Choose Real-Time When:

- Sample size >500 or Timeline <3 weeks
- High-incentive (B2B/HNW) or Recurring studies
- Stakeholder confidence is critical

ROI Model Example

12 studies/year savings = **\$396,000 Net ROI**

Call to Action

Invest in real-time infrastructure now. Position your organization as forward-thinking and operationally disciplined.

